Engaging Your Community with Open Data and ArcGIS Hub

Courtney Claessens and Graham Hudgins
Washington, DC R&D Center
Community Engagement

Our definition
Two-way community engagement

Two-way conversations and information exchanges
Asking two questions:
1. What do citizens want from their government?
2. How can the government better assist their citizens?
Citizen Role

Government Role
## Roles

<table>
<thead>
<tr>
<th>Citizen Role</th>
<th>Government Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local knowledge</td>
<td>The data!</td>
</tr>
<tr>
<td>Vast resources</td>
<td>Tools</td>
</tr>
<tr>
<td>New insights</td>
<td>Support</td>
</tr>
<tr>
<td>Enthusiasm</td>
<td>Opportunity</td>
</tr>
</tbody>
</table>
Methods
How do we position ourselves and allocate our resources to best encourage this two-way community engagement?
Open data is a very good passive strategy for citizen engagement.
Reveal data in visual, understandable, and interactive ways.

Make civic data open, explainable, and easy for diverse populations to understand.
More than just data altogether

Consider the questions...
• What stories do the data tell?
• How can we generate insights?
• How is the data being used?
• What questions can we answer more simply?

Consider the solutions...
• Story Maps
• Operations dashboards
• Locator applications
• Pages

Turning data into information
A Platform for a

future
ready
Brampton

The Brampton GeoHub is a platform that features initiative driven tools that help grow transparency and foster innovation everywhere. Combine datasets and perform analysis through the use of maps and charts, or simply download the data to tell your own story.

Browse the data by Category, or explore the entire collection of datasets. This is Open Data with a purpose.

APPS
Purposeful web apps built with Open Data to answer questions and solve problems.

MAPS
Browse Brampton’s gallery of cartographic products that are built with open data.

STORIES
A platform to share stories with residents relating to the City's current initiatives.

DATA
Analyze it. Visualize it. Download it. This is Open Data with a purpose.
The "DataHub" is the City of Johns Creek’s central location for open data, dashboards, and interactive mapping applications.

Through this Hub, you can visualize city data in maps, charts, and dashboards. Developers can even tie their own data services and applications into City data.

**Visualize Data in Dashboards**

Dashboards provide an interactive way of visualizing information in the Johns Creek DataHub.

- **Most Common Data**
  - Explore the most commonly accessed data in the DataHub.

- **CreekView**
  - Interact with property information through a map.

- **Business Locations**
  - Find businesses and associated information.

- **Building**
  - Browse building permits and construction projects.

- **Code Compliance**
  - View code compliance users.

- **Fire**
  - Navigate fire and medical calls from the JC Fire Department.

- **Police**
  - View incident information from the JC Police Department.

- **Public Works**
  - Dig into public works projects and tasks.

*Explore More City Maps & Apps*
Introduce your developer resources and APIs

Using Open Data DC APIs
Welcome, Application Developer! We are very happy that you're considering building with Open Data DC. Our goal is to be your platform for developing apps around DC's freely available, machine readable data.

Let's get Started
How much of an introduction do you need? DC.gov uses APIs as a means to serve data to its developer community.

- What is an API?
- More about Open Data

Or follow the quick start guide below...

Find the Data
Think of a keyword and enter it in the search box. Suggested keyword searches will appear as you begin typing. DC tags its layers with words we think will match your expected results.

- Back to Open Data DC

Explore the Data Layers
Each data layer in the catalog comes with a brief description that helps give context. You will also see a publication date and boxes identifying attribute fields within the data. The Data tab at the top will show a preview of the table.

Let's take a look at Swimming Pools as an example.

- Swimming Pool Attributes
**opendatadc-starterkit**

This repo is a collection of samples designed to demonstrate how developers can use the json-based APIs found at Open Data DC to build data-centric applications. It is managed by DC Government staff members of Chief Data Officer's team.

**Explore Live Demos**

**About the Samples**

The samples...

- require only basic web development skills.
- are easily hacked by simply changing data sources, titles, and making other minor configuration changes.
- have an understated but pleasing look-and-feel.
- show how you can consume data on Open Data DC in lots of clients: esri, D3,.mapbox, leaflet, google maps

**Table of Contents**

<table>
<thead>
<tr>
<th>Number</th>
<th>Name</th>
<th>Description</th>
<th>Technologies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>dcopendata_atmiocations_arcgis</td>
<td>Simple clustering using ArcGIS JS API</td>
<td>Dojo, ArcGIS JS API</td>
</tr>
<tr>
<td>2</td>
<td>dcopendata_bikeshare_mapbox</td>
<td>Uses pin to location and simple buffer to reveal points in range, includes search by location, ‘my location’, and drag and drop/click anywhere responses</td>
<td>Mapbox GL JS, JQuery</td>
</tr>
<tr>
<td>3</td>
<td>dcopendata_buildingpermits_mapbox</td>
<td>Simple clustering example with slider to display monthly datasets using Mapbox</td>
<td>Mapbox GL JS, JQuery, D3</td>
</tr>
<tr>
<td>4</td>
<td>dcopendata_crime_collapsibletree_mapbox</td>
<td>Displays crime data using dendrogram using mapbox</td>
<td>Mapbox GL JS, D3, JQuery</td>
</tr>
<tr>
<td>5</td>
<td>dcopendata_crime_treemap_d3</td>
<td>Displays crime data as a treemap using d3</td>
<td>D3, JQuery</td>
</tr>
</tbody>
</table>
How do you also achieve an **active strategy** of community engagement?
Transform your open data into micro sites towards policy initiatives that are engaging to your community.
Your community is an incredible data source.
Help us learn more about Greenways

The Capital Area Greenway System is a network of public open spaces and recreational trails which provides for activities such as walking, jogging, hiking, bird watching, nature study, fishing, picnicking, and outdoor fun. The trails connect many of Raleigh's parks and in many cases provide a complement to the recreational activities at the parks. Many of the city's major ecological features can be experienced in their natural state along the Greenway. A major goal of the Greenway Program is to establish a completed network of interconnected trails throughout the city.

Share your voice

We want to hear from you. Fill out the survey to share your feedback on our greenways. Your input is immediately available on the map above and will be used by our team to improve your city.

Join our Events

Subscribe to our Greenways initiative to participate in events, contribute analysis and build new apps to help citizens and the city.

Sign up & Participate

Raleigh Greenways

How do you travel greenways? *

- Walking
- Cycling
- Horseback
- Other: 

Do you want to be contacted with more questions?

Share an image of your favorite Greenway

Click here to upload file. (<10MB, support: jpg, jpeg, png, gif)

Which Greenway do you enjoy? *

[Map of Raleigh Greenways]

Lat: 35.788 Lon: -78.635
Two types of survey

- Collect **data**

  *Enable your community to help fill in missing data about your area*

- Collect **opinions**

  *Leverage your community to prioritize action and share plan options*
Tap into your schools for project based work

- Getting government data directly into the hands of citizens
- ConnectED
- Pushing into commercial apps
Hold events to discuss those initiatives and gather interested community members

• Creating physical spaces where people can:
  - Discuss concerns
  - Discover solutions
Create a social presence

• A social media page for open data (passive engagement) to connect resources and provide a feedback channel

• A social media page for each initiative
ArcGIS Hub: Community

Esri is working to make it easier to manage active and passive community engagement

• Manage community outreach and engagement
• Named ArcGIS users for community participants
• Digital public spaces for two-way collaboration
Please Take Our Survey on the **Esri Events App**!

Download the Esri Events app and find your event

Select the session you attended

Scroll down to find the survey

Complete Answers and Select “Submit”